

KBS Morning Program "YoYu ManMan" TV Shooting (July 14~17) in Hawaii



Hawaii Tourism Korea invited a popular network TV morning program on KBS TV to feature Hawaii by following celebrity Korean movie stars and singers as they visit Hawaii, and introducing various Hawaii attractions and sites to Korean viewers. A total crew of 7 visited Hawaii from Korea for 4 days to create three 65-minute network shows. A famous Korean singer Mr. Undo Seol visited Hawaii with his wife (a famous movie actress) to celebrate their 15th wedding anniversary by having a wedding vow renewal ceremony. KBS covered sites such as Waikiki beach, Pearl Harbor, Tantalus, Pali lookout, Polynesian Culture Center, Allikai Sunset Cruise, Hanauma Bay, Makapu'u Pt. and the North Shore. A significant portion of the shooting was conducted inside the hotel sponsor's property, Hilton Hawaiian Village. Ground handling was provided by the Korean Travel Association of Hawaii. These three 65 minute programs will be broadcast nationwide throughout Korea in the 2nd and 3rd week of August, with an estimated advertising value of over \$1.95 million.

Honeymoon Market Promotion with Major Travel Agents in Korea



Hawaii Tourism Korea negotiated with 7 major travel agents to participate together in wedding-related fairs and events, such as WEDDEX, MBC Wedding Fair and Seoul Wedding Fair, throughout July and August to generate increased sales of Hawaii weddings and honeymoons. Hawaii tour products were featured in two full pages of the main honeymoon brochures of the leading 7 travel agencies in Korea: Lotte, Pan Pacific, Hyundai Dream, Hanjin, Honeymoon Travel, Very Good Tour, and Hanwha Tourmall. HTK offered Hawaii-themed gifts to couples who purchased Hawaii honeymoon packages during the fairs.

MBC TV Coverage on Celebrity Couple's Honeymoon in Hawaii

Hawaii Tourism Korea supported the visit to Hawaii by a popular Korean celebrity couple, Lee Sang-min & Lee Hye-young. Their Hawaii honeymoon story was aired on several TV programs on MBC Network TV in Korea. The total exposure value from this one media program will exceed \$1 million from TV, print and online media.



Hawaii Sales Promotion with On-line Honeymoon Fair in Korea



Hawaii Tourism Korea is participating in a unique "Internet wedding fair", an online honeymoon fair where the top 18 travel agents in Korea introduce their best honeymoon tour products (www.honeymoonfair.com). This cyber-fair is running for one month, from July 20 ~ August 20, with sixteen of the finest resorts in Hawaii featured on this site. Hawaii Tourism Korea is providing Hawaii-themed gifts to those couples who purchase a Hawaii honeymoon package during the wedding fair period. Hawaii is the exclusive government tourism office partnering for this fair.

First China Major Travel Agents Fam Trip to Hawaii

Hawaii Tourism China organized a major Chinese travel agent fam trip to Hawaii from June 28 – July 5 with 9 key travel agents from Shanghai and Beijing and a leading Golf Magazine from Beijing. This is the first-ever travel agent fam trip organized out of the China market to Hawaii. Members consisted of the key planners/executives responsible for developing tour products at the major agencies in China. The fam tour visited O'ahu and on the Big Island, and included a meeting with the O'ahu Visitors Bureau.

The Hawaii Experience at Xin Tian Di in Shanghai, China



"Hawaii Week" was organized by Xin Tian Di Group and DBEDT in Shanghai from July 24 – July 31. **Hawaii Tourism China** manned a booth during the one-week Hawaii exhibition, distributing a specially produced leaflet in Chinese introducing information about all six islands, together with island maps and the Aloha Guide. Performances on the main stage included **Willie K and Amy, Kapena, the Iona dance troop, Halau Hula Olana, Makana, Na Leo Pilimehana and Raiatea Helm**. The level of interest in traveling to Hawaii was high among consumers, and visitors were encouraged to browse the official Hawaii tourism website in China, and referred to agents for concrete travel plans.



"Taipei Season for Chefs" Promotion in Taipei

The promotional event was organized with the Taipei Association of Hotels and Restaurants for the month of August. The Opening Gala Dinner was held at the Westin Hotel and Hawaiian cuisine was featured. **Hawaii Tourism Taiwan** provided stage décor, Hawaiian costumes and leis for the waitresses. Hawaiian dances were featured on the main stage. Jemy See, Director of the Hawaii Tourism Taiwan office represented Hawaii alongside the Director of the ROC Tourism Bureau and the Mayor of Taipei.

